

KOREAN FILMS

at Berlin 2012

The 62nd Berlinale | February 9~19, 2012
European Film Market | February 9~17, 2012



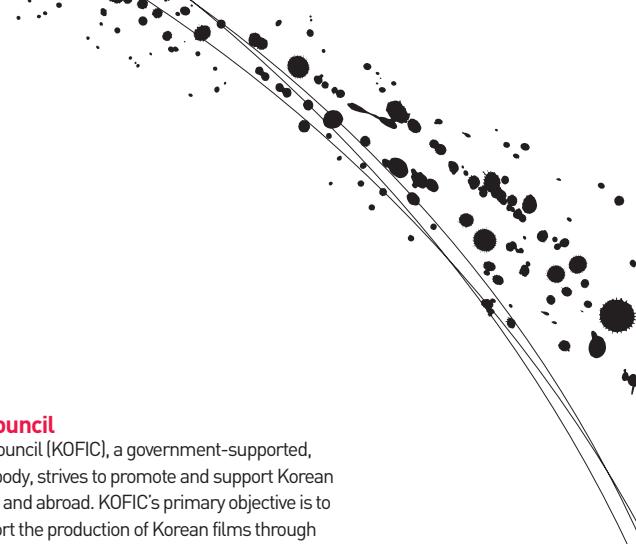
KOREAN FILMS

at Berlin 2012



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KOFIC INTRODUCTION

Korean Film Council

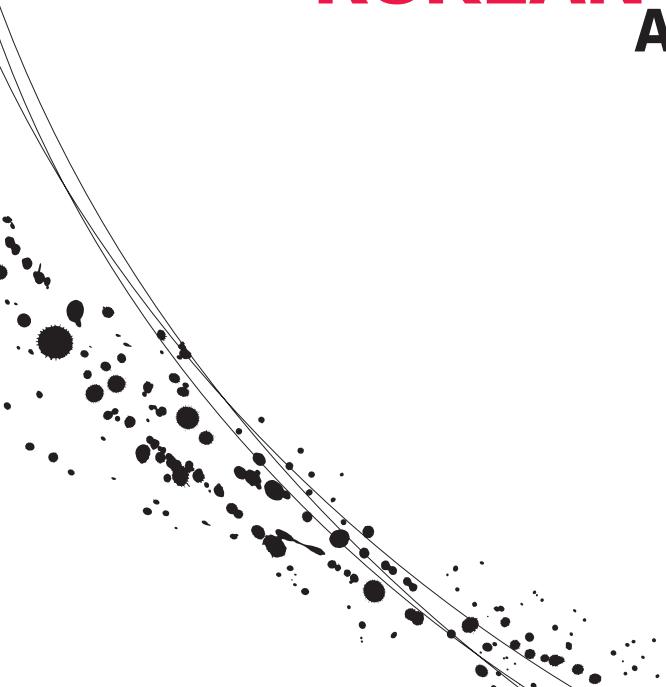
The Korean Film Council (KOFIC), a government-supported, self-administered body, strives to promote and support Korean Films both in Korea and abroad. KOFIC's primary objective is to promote and support the production of Korean films through funding, research, education and training. It also strives to further develop international markets for Korean films and to promote inter-cultural understanding through film-based cultural exchanges.

KOFIC's Main Activities Are as Follows;

1. Establishment of plans to promote the film industry.
2. Management of the Korean Film Development Fund.
3. Provision of support for the production, distribution and screening of films in order to ensure the quality of films as well as greater diversification.
4. Management of film production facilities, including the KOFIC Namyangju Studios.
5. Support in the form of overseas marketing and promotion of international exchanges.
6. Research and development.
7. Education and training of film-related human resources.

KOREAN FILMS AT BERLIN

- My Way
- From Seoul To Varanasi
- Choked
- Punch
- Anesthesia
- See You Tomorrow
- Hindsight



My Way

마이 웨이 | Mai-wei 2011, 143min, 35mm, 2.35:1, Color, Dolby SRD

DIRECTED BY KANG Je-kyu

CAST JANG Dong-gun (Jun-shik), Joe ODAGIRI(Tatsuo)

GENRE War Action, Period Drama

RELEASED DATE DECEMBER 22, 2011

Panorama Special

SCREENING SCHEDULE

Feb. 10, 20:00 CineStar Event | Feb. 12, 14:00, International | Feb. 17, 22:30, Cubix 7 & 8
Feb. 18, 22:45, CineStar 3 | Feb. 19, 17:00, Cubix 9



SYNOPSIS

Jun-shik, who works for Tatsuo's grandfather's farm while Korea is colonized by Japan, has a dream to participate in Tokyo Olympics as a marathon runner. Tatsuo also aims to become a marathon runner, so the two are in rivalry. But the war breaks out and they both are forced to enlist the army.

Tatsuo became the head of defense in Jun-shik's unit and he devises a scheme but fails. Jun-shik and Tatsuo are held captive by the Soviets. They run away but soon are captured by Germans and forced to separate. In 1944, they meet again at the shores of Normandy.

KANG Je-kyu 강재규 姜帝圭

Born in 1962 Director KANG graduated from Chung-Ang University as Film and Theater major. He made his feature debut with *⟨The Gingko Bed⟩*(1996). With his second feature *⟨Swiri⟩*(1998), he is regarded as an initiator of Korean Cinema Renaissance. *⟨Tae Guk Gi: Brotherhood of War⟩*(2004) dragged more than 11M audiences to the theater and made KANG Je-kyu one of the representative film directors of Korean Cinema.

2011 *⟨My Way⟩* 2004 *⟨Tae Guk Gi: The Brotherhood of War⟩*
1998 *⟨Swiri⟩* 1996 *⟨The Gingko Bed⟩*

PRODUCTION

Directors

Tel +82 2 552 9945

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INTERNATIONAL SALES

CJ Entertainment

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From Seoul To Varanasi

バラナシ | Va-ra-na-si

2011, 98min, DCP, 2.35:1, Color, Stereo

DIRECTED BY JEON Kyu-hwan

CAST YOON Dong-hwan (Young-wu), CHOI Won-jung (Ji-young)

GENRE Drama

RELEASED DATE TBD

SCREENING SCHEDULE

Feb. 12, 22:00, CineStar Event Cinema | Feb. 13, 17:45, CineStar 3

Feb. 14, 20:15, CineStar 3 | Feb. 17, 19:00, CinemaxX 7

Feb. 19, 17:45, CineStar 3



Panorama

SYNOPSIS

Young-wu who has led a stable but dull marriage life with Ji-young for 10 years is in an affair with Su-yeon, a writer contracted with his own publishing company. On the way back home from the yoga class, Ji-young gets in an accident and meets Kerim, a young Muslim illegally living in Seoul, which leads them to another dangerous relationship. After Kerim gets deported and leaves for Varanasi without any notice, Ji-young desperately looks for his tracks. A few days after his wife left home, Young-wu happens to see Ji-young on the TV news, coming out of a restaurant that has been bombed by terrorists in Varanasi. Being in a shock, Young-wu starts to investigate his wife's whereabouts and sets off to look for her in Varanasi.

JEON Kyu-hwan 전규환 全圭煥

Director JEON Kyu-hwan made an impressive debut with *(Mozart Town)* which was well-acclaimed in many international film festivals. Having premieres in San Sebastian IFF with his 2nd feature *(Animal Town)* and in Panorama, 61st Berlin IFF with *(Dance Town)*, the last piece of his Town Trilogy, he has approved his capacity as a master of cinematic arts. *(From Seoul to Varanasi)* has been also invited to the 62nd Berlin IFF (Panorama) and now he is working on another film, *(Weight)*.

2011 *(From Seoul To Varanasi)* 2010 *(Dance Town)* 2009 *(Animal Town)*

2008 *(Mozart Town)*

INTERNATIONAL FILM FESTIVAL

2011 Busan International Film Festival, Korean Cinema Today-Panorama

PRODUCTION

Treefilm

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INTERNATIONAL SALES

Showbox/Mediaplex, Inc.

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Choked

가시 | Kashi 2011, 110min, HD, 2.35:1, Color, Stereo

DIRECTED BY Kim Joong-hyun

CAST UM Tae-goo (Youn-ho), PARK Se-jin (Seo-hee)

GENRE Drama

RELEASED DATE TBD

SCREENING SCHEDULE

Feb. 13, 11:30, CinemaxX6 | Feb. 14, 19:00, CineStar 8 | Feb. 15, 14:00, Arsenal
Feb. 16, 20:00 Cubix 9 | Feb. 18 22:00 CineStar 8

First Feature



SYNOPSIS

It's been a year since Hee-su vanished. Youn-ho, who works at a redevelopment firm, ignores his mother's existence and yearns for a new life with his loving girlfriend Se-kyung. When Seo-hee shows up demanding repayment of the money his mother borrowed, Youn-ho is forced to admit he lacks the means or the will to compensate for her loss.

Kim Joong-hyun 김중현 金重顯

Director KIM was born in Seoul in 1975 and he graduated from the film department of the Seoul Institute of Arts, as well as the directing program at the Korean Academy of Film Arts. Since 1999 he has produced a diverse filmography of shorts and documentaries. *Choked* is KIM's first feature film.

2011 *Choked*

KOFIC SUPPORT PROGRAM

2011 KAFA (Korean Academy of Film Arts) Film

INTERNATIONAL FILM FESTIVAL

2011 Busan International Film Festival, New Currents

PRODUCTION

Korean Academy of Film Arts

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Punch

원득이 | Wandeukyi 2011, 110min, 35mm, 9,900ft, 2:35:1, Color, Dolby SRD

DIRECTED BY

LEE Han

CAST

KIM Yun-seok (Dong-ju), YU A-in (DO Wan-deuk)

GENRE

Drama

RELEASED DATE

OCTOBER 20, 2011

SCREENING SCHEDULE

Feb. 15, 17:30, Haus der Kulturen der Welt Kino | Feb. 16, 14:00, CinemaxX3
Feb. 18, 16:30, CinemaxX3



Generation

SYNOPSIS

Tall, exotic looking and aimless 17-year-old DO Wan-deuk lives in a shabby house in a poor hillside village with a dwarf father and a stammering uncle. One day, his teacher reveals the surprising news that Wan-deuk's runaway mother was actually from the Philippines and that Wan-deuk has a chance to see her again.

LEE Han 이한 李翰

Born in 1970, Director LEE graduated from Hanyang University majoring in Film and Theater. He worked as an assistant director for *Love Story*(1996) and *My Heart*(1999) directed by veteran director BAE Chang-ho. LEE also wrote the screenplay for *The Garden of Heaven*(2003, directed by LEE Dong-hyun). LEE made his directorial debut with *Lover's Concerto*(2002) and second film *Almost Love*(2006). LEE is a director who knows how to capture the affectionate and miraculous moments love brings to people.

2011 *Punch* 2007 *My Love*

2006 *Almost Love* 2002 *Lover's Concerto*

INTERNATIONAL FILM FESTIVAL

2011 Busan International Film Festival, Open Cinema

PRODUCTION

UBU Film

Tel +82 2 553 9434

INTERNATIONAL SALES

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Anesthesia

마취 | Mah-chui 2011, 23min, HD, 16:9, Color, Stereo

DIRECTED BY KIM Souk-young

CAST BAEK Seon-ju (Ji-hyon), PARK Myeong-sin (Chief Nurse)

GENRE Social drama

SCREENING SCHEDULE

Feb. 12, 22:00, CinemaxX3 (press screening) | Feb. 13, 16:00, CinemaxX5 (PREMIERE)
Feb. 15, 22:00, CinemaxX3 | Feb. 17, 17:45, Colosseum 1

Berlinale Shorts



SYNOPSIS

(This film is based on a true story.)

Rookie nurse Ji-hyon witnesses the sexual assault of an anesthetized patient by the director of the clinic where she works. She managed to record the crime secretly, but the video evidence provokes mixed responses from her fellow nurses, who are too afraid to take any action. After confronting one of the victims, Ji-hyon decides to take the matter in her own hands.

KIM Souk-young 김석영 金碩榮

KIM Souk-young graduated from the Japanese Language program at Hankuk University of Foreign Studies. She gained considerable acting and filmmaking experience while in the theater club at university. Currently she is studying filmmaking at the school of Film, TV & Multimedia at the Korea National University of Arts. Her filmography includes the short films *Woman Obsessed* (2010) and *Anesthesia* (2011).

short 2010 Woman Obsessed

KOFIC SUPPORT PROGRAM

2011 KOFIC Production Support for Independent Films

INTERNATIONAL FILM FESTIVAL

2011 Busan International Film Festival, Wide Angle

2011 Seoul Independent Film Festival

PRODUCTION

Korea National University of Arts

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Website www.knua.ac.kr

See You Tomorrow

애드벌룬 | Ae-deu-beol-lun

2011, 24min, Digi-beta, 4:3, Color

DIRECTED BY LEE Woo-jung

CAST LEE Min-ji (Hyo-jung), JANG Eui-young (Ji-yeon)

GENRE Drama

SCREENING SCHEDULE

Feb. 10, 16:00, CinemaxX 5 (press screening) | Feb. 13, 22:00, CinemaxX 3 (PREMIERE)
Feb. 14, 17:45, Colosseum 1 | Feb. 16, 16:00, CinemaxX 5

Berlinale Shorts



SYNOPSIS

As the day ends with repeat mark, first grade high school student, Hyo-jung leads an ordinary life. On her way home, she runs into Eun-mi, a former middle school classmate, and their deviation leads to unexpected happenings.

LEE Woo-jung 이우정 李祐姫

Born in 1984, Seoul

Graduated from Hanyang Univ., Dep. of Theater & Cinema

Short 2011 See You Tomorrow **2009** Get Dry / Shhhhh

2007 Hanna Song **2006** We, We, We **2005** Fish Curry

KOFIC SUPPORT PROGRAM

2010 KOFIC Production Support for Independent Films

INTERNATIONAL FILM FESTIVAL

2011 Busan International Film Festival, Wide Angle, Sonje Award

2011 Seoul Independent Film Festival, Competition

INTERNATIONAL SALES

INDIESTORY Inc.

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Website www.indiestory.com

Hindsight

푸른소금 | Pu-reun-so-geum

2011, 122min, 35mm, 10,980ft, 2.35:1, Color, Dolby SRD

DIRECTED BY LEE Hyeon-seung
CAST SONG Kang-ho (YOON Do-heon), SHIN Sae-kyung (CHO Se-bin)
GENRE Action, Drama, Romance
RELEASED DATE AUGUST 31, 2011

SCREENING SCHEDULE

Feb. 15, 22:00, Martin-Gropius-Bau

Culinary Cinema



SYNOPSIS

A retired mob boss finds himself drawn to a mysterious girl without knowing that she is a sniper hired to assassinate him.

LEE Hyeon-seung 이현승 李鉉昇

Born in Seoul in 1961 and he got a Master's degree in Publicity in Korea University. Director LEE has been a representative for Korea Film Directors' Network and is teaching students as a professor of Chung-Ang University Graduate School of Advanced Imaging Science, Multimedia & Film.

2011 〈Hindsight〉 2009 〈If You Were Me 4〉 2000 〈Il Mare〉
1995 〈Sunset into the Neon Lights〉 1992 〈Blue in You〉

INTERNATIONAL FILM FESTIVAL

2011 Busan International Film Festival, Korean Cinema Today-Panorama

PRODUCTION

Media & Cinema Studioblue
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Website www.cjent.co.kr/eng



INTERNATIONAL SALES COMPANIES

- 9ers Entertainment
- CJ Entertainment
- Daisy & Cinergy Entertainment
- FINECUT Co., Ltd.
- Lotte Entertainment
- Mirovision
- M-Line Distribution
- Showbox / Mediaplex, Inc.



9ers Entertainment is private company specializing in distribution, film acquisition, financing and project development as we seek to significantly increase our diversified portfolio of intellectual property.



Miss Conspirator 2012

DIRECTED BY PARK Chul-kwan

CAST KO Hyun-jung, YOO Hae-jin

GENRE Action, Crime, Comedy

An innocent bystander gets involved in the middle of crazy drug underworld.



Never Ending Story 2012

DIRECTED BY JOUNG Yong-ju

CAST UHM Tae-woong, JUNG Ryeo-won

GENRE Romantic Comedy

A man and a woman are diagnosed with terminal illness and they begin to plan the last ceremony of their life-their funeral together just as wedding plan.



Sunday Punch 2011

DIRECTED BY PARK Joong-gu

CAST YOO Dong-keun, KIM Jung-hoon,

OH Gwang-rok, YOON Jin-seo

GENRE Comedy

To fight against injustice, the minister and his son, rebellious rapper stand up together and regain trust in their relationship.



Ryang-kang-do: Merry Christmas, North! 2011

DIRECTED BY KIM Sung-hoon,

JUNG Sung-san

CAST KIM Whang-young, JOO Hae-ri,

LEE Choong-hoon, YU Yoon-sang

GENRE Children, Family Drama

A toy robot of Christmas gifts in balloon drifted from South Korea to North Korea reaches the children who don't know Santa Claus.

SCREENING SCHEDULE Feb. 14, 10:30, Marriott 1



Ronin Pop 2011

DIRECTED BY MATSUDA Keita

CAST ZE:A

GENRE Sci-fi Action

In a world of dystopic after nuclear war, a crafty samurai comes to save the world!



Late Blossom 2011

DIRECTED BY CHOO Chang-min

CAST LEE Soon-jae, YOON So-jung,

SONG Jae-ho, KIM Su-mi

GENRE Drama

The most beautiful expression of emotions from four elderly men and women in love has become the greatest romantics of our time.

CONTACT IN BERLIN

Booth No. MGB # 19 [Under KOFIC]

TEL +82 10 7192 6768

EXECUTIVES ATTENDING

LEE Suk-Joon (CEO),
CHOI Eun-young (Head of Int'l Business),
NAM Kyung-a (Manager of Marketing)

CONTACT IN SEOUL

4FL., Dongshim Bldg., 582-3 Sinsa-dong,
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CJ ENTERTAINMENT

CJ Entertainment is Korea's leading entertainment company with a business that encompasses film production, investment, distribution and exhibition. CJ Entertainment's business lines are extensive, operating in a broad spectrum of entertainment fields.



My Way 2011

DIRECTED BY KANG Je-kyu

CAST JANG Dong-gun, Joe Odagiri, FAN Bingbing

GENRE War Action, Period Drama

During World War II, a Korean and a Japanese are dragged into 12,000km journey. Though they were enemies, they become each other's hope at last.

SCREENING SCHEDULE Feb. 11, 16:30 CinemaxX 10
Feb. 14, 13:10 CineStar Event



Howling 2012

DIRECTED BY YOO Ha

CAST SONG Kang-ho, LEE Na-young

GENRE Action, Crime, Thriller

From a serial murder case, the dead bodies constantly show dog bite marks and investigators learn there is a wolf-dog crossbreed

SCREENING SCHEDULE Feb. 11, 18:00, CineStar 4



Helpless 2012

DIRECTED BY BYUN Young-joo

CAST LEE Sun-kyun, KIM Min-hee, CHO Seong-ha

GENRE Thriller

When his fiancée evaporated, Mun-ho starts to dig up the truth only to find that he doesn't know anything about her, even a name.

SCREENING SCHEDULE Feb. 10, 18:15, CineStar 4



Speckles: The Tarbosaurus 2012

DIRECTED BY HAN Sang-ho

CAST -

GENRE 3D, Action, Adventure

Speckles, a young playful Tarbosaurus, got his family killed by Tyrannosaurus. Growing up, Speckles waits for the right time to revenge.

SCREENING SCHEDULE Feb. 12, 11:15, CineStar Event



Soar into the Sun 2012

DIRECTED BY KIM Dong-won

CAST JUNG Ji-hoon (a.k.a. Rain), SHIN Sae-kyung, YU Jun-sang

GENRE Action

An elite pilot is transferred to combat flying unit for his misbehavior. Meanwhile, South Korea is endangered and his unit is put on active duty.



The Tower 2012

DIRECTED BY KIM Ji-hoon

CAST SUL Kyung-gu, SON Ye-jin, KIM Sang-kyung

GENRE Adventure, Action, Drama

During the most luxurious Christmas party of the building in Seoul, fire accidentally bursts out.

CONTACT IN BERLIN

Booth No. Marriott Suite 222

TEL +44 77 3020 8988 (Gwen Joung)

EXECUTIVES ATTENDING

Kini Kim (SVP, Head of Int'l Sales & Distribution)

Heejeon Kim (VP, Int'l Sales for US & Europe)

Gwen Joung (Int'l Sales for Asia)

Justin Kim (Int'l Sales for US & Europe)

Wonsun Shin (Director, Int'l Marketing & Festivals)

Samantha Lee (Int'l Marketing)

CONTACT IN SEOUL

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WEBSITE www.cjent.co.kr/eng

Founded in 2005, Daisy & Cinergy Entertainment has been actively acquiring and distributing big titles in Korea, from critically acclaimed art house films to studio level films. Since 2009, Daisy & Cinergy Entertainment has been producing and investing in domestic titles such as *(Goodbye Mom)*, *(Man of Vendetta)*, *(Mr. Idol)*, *(Best Seller)*, *(Pitch High)* and *(S.I.U.)* with a growing number of projects every year. And now we have big titles ahead getting ready to be made and start our own sales team with - *(The Taste of Money)* by IM Sang-soo, *(Don't Cry, Mommy)*, *(Horror Stories)*[WT], *(Miracle Piano)*, *(How to Hit on the Guys)*[WT] and etc.



The Taste of Money 2012

DIRECTED BY IM Sang-soo

CAST KIM Kang-woo, BAEK Yoon-sik,

YOUN Yuh-jung, KIM Hyo-jin, ON Ju-wan

GENRE Erotic Suspense

A young man trying to get what he wants, money, doing whatever it takes. However, he learns a lesson that money is not the real solution to the happy ending.



Don't Cry, Mommy 2012

DIRECTED BY KIM Yong-han

CAST YU Sun, YOO Oh-seong, NAM Bo-ra

GENRE Revenge Thriller

A single mother, whose daughter committed suicide after being raped by her fellow students, decides to punish those boys herself.



Horror Stories 2012

DIRECTED BY KIM Gok & KIM Sun,

LIM Dae-woong, JUNG Bum-shik,

HONG Ji-young

CAST TBA

GENRE Horror Omnibus

Five directors are gathered to tell their own horror stories.

CONTACT IN BERLIN

Booth No. Marriott Suite 271

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EXECUTIVES ATTENDING

KIM William, NAM Erica

PARK Seo-jin

CONTACT IN SEOUL

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FINECUT is a film company specialized in international sales and marketing, production, financing and acquisition of high-end films. FINECUT was set up in January, 2008 by Youngjoo SUH who was the founder and backbone of making Cineclick Asia as one of the leading film companies in the Asia's creative industries successfully representing numerous films. With the knowledge from the vast experience over 10 years, FINECUT is currently developing numerous international projects in its development pipeline with film directors from various countries.

CONTACT IN BERLIN

Booth No. MGB # 22

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EXECUTIVES ATTENDING

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62)

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WEBSITE www.finect.co.kr



Love Fiction

2012

DIRECTED BY JEON Gye-soo

CAST HA Jung-woo, KONG Hyo-jin

GENRE Romantic Comedy

The perfect muse he can ever have comes with a mysterious past, countless ex-lovers, and even thick armpit hair.

SCREENING SCHEDULE Feb. 10, 18:30,
CinemaxX 16



The Grand Heist (tentative title)

2012

DIRECTED BY KIM Joo-ho

CAST CHA Tae-hyun, OH Ji-ho

GENRE Period Action Adventure

A story of the greatest heist pulled by a group of top specialists to rob the entire country's storage of 'ice', the most valuable item 250 years ago.



Unbowed

2012

DIRECTED BY CHUNG Jiyoung

CAST AHN Sung-ki, PARK Won-sang

GENRE Drama

Based on true story, an unfairly dismissed university professor fights against the entire Judiciary in his trial for threatening a judge with a lethal crossbow.

SCREENING SCHEDULE Feb. 12, 13:00,
CinemaxX 17



In Another Country

2012

DIRECTED BY HONG Sangsoo

CAST Isabelle HUPPERT, YU Jun-sang, JUNG Yu-mi

GENRE Drama

In another country, a woman or another woman is, was, will be, encountering the same places and the same people for no other reason than her being in another country.



Ghost Sweepers

2012

DIRECTED BY SHIN Jung-won

CAST KIM Soo-ro, KANG Ye-won, LEE Jae-hoon

GENRE Horror, Comedy

A comic action horror about the biggest group of top exorcists in the country teaming up to eradicate the notorious evil spirit and find out the hidden secrets of the cursed village.



Poongsan

2011

DIRECTED BY JUHN Jaihong

CAST YOON Kye-sang, KIM Gyu-ri

GENRE Drama

A young man, Poongsan crosses over North and South Korea to deliver the pain and longings of separated families.

LOTTE ENTERTAINMENT

Lotte Entertainment distributes over 25 Korean / foreign titles a year under a strong arms of multiplex circuit Lotte Cinema, which presents 545 screens nationwide in Korea.



S.I.U. (Special Investigation Unit)

DIRECTED BY Hwang Byeong-gug

CAST EUM Tae-woong, JU Won

GENRE Thriller

Special Investigation Unit is set up after a police officer is murdered. As they close the police dragnet, the murderer throw them into chaos.



Perfect Game

DIRECTED BY PARK Hee-gon

CAST CHO Seung-woo, YANG Dong-keun

GENRE Sports Drama

A touching sports drama portraying the three famous games played by the legendary Korean Pro Baseball pitchers, Choi Dong-won and Sun Dong-yeol.



Pacemaker

DIRECTED BY KIM Dal-jong

CAST JUNG Hyun-woo, LEE Won-jae

GENRE Drama

Man-ho, as a pacemaker for other professional marathon runners, can only run as far as 30 kilometers. Nevertheless, he starts the 42.195 km race of his dreams for the single most important moment of his life.



Papa

2012

DIRECTED BY HAN Ji-seung

CAST PARK Yong-woo, KO A-ra

GENRE Drama

Chun-Seob comes to America and goes through a phony marriage with a club singer to stay here. However, things get worse when his phony wife dies and his only way out of this mess is to take custody of the six children she had left behind.



Architecture 101

2012

DIRECTED BY LEE Yong-joo

CAST HAN Ga-in, UHM Tae-woong,

BAE Su-ji (Miss A), LEE Je-hoon

GENRE Romance, Drama

A man and a woman find each other in love again 15 years after their love at first sight in a college architecture course.

CONTACT IN BERLIN

Booth No. Marriott Suite 248

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EXECUTIVES ATTENDING

PARK Ju-young, HAN Min-hyung

BYEON Eun-hye

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In 1998, MIROVISION was launched as the First Korean Sales and Distribution Company for both shorts and features. Mirovision also activated international co-production projects, thus steps forward to become the leading global film company broadening its goals as a multimedia group through the development of innovative business strategies.

**A Fish**

2011

DIRECTED BY PARK Hong-min**CAST** LEE Jang-hoon, KIM Sun-bin**GENRE** Mystery

The end of road trip to find his wife, the man finds everything he believes in is upside-down.

SCREENING SCHEDULE Feb. 11, 11:00, CineStar 1
Feb. 14, 09:00, CineStar Event

**Secrets, Objects**

2011

DIRECTED BY LEE Young-mi**CAST** JANG Seo-hee, JEONG Suk-won**GENRE** Romance

40 and 21...She should've never shaken his hand. The game was over when their hands touched.

SCREENING SCHEDULE Feb. 11, 18:30, CinemaxX 17
Feb. 13, 11:00, Marriott 1

**Stateless Things**

2011

DIRECTED BY KIM Kyung-mook**CAST** Paul Lee, KIM Sae-byuk, LIM Hyung-kook, YEOM Hyun-joon**GENRE** Drama

Without a country, without a family, without anything, Two boys hatch out their suffocating eggs.

SCREENING SCHEDULE Feb. 12, 11:05, CinemaxX 17

**Barbie**

2011

DIRECTED BY LEE Sang-woo**CAST** LEE Chun-hee, KIM Sae-ron**GENRE** Drama

This small girl wants to be adopted to escape her everything.

SCREENING SCHEDULE Feb. 10, 09:15, Marriott 1

**Mr. Perfect**

2012

DIRECTED BY KIM Myung-gyun**CAST** YOON Si-yoon**GENRE** Human comedy

The life changing visit of a hurt golfer. His powerful swing brings us heart-warming hope.

**Chang-su (working title)**

2012

DIRECTED BY LEE Duk-hee**CAST** LIM Chang-jong**GENRE** Drama

At the bottom of life, one last love he would like to save.

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Launched in 2008, M-Line Distribution has been an exciting sales company for the past years, representing strong box office hits and also films with artistic touch. It aims to bring latest titles to each new major market throughout the year and introduce fine products -not limited to Korean films- to worldwide audiences. M-Line Distribution continues to establish the bridgehead between international producers and the distributors.

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Doomsday Book 2012

DIRECTED BY KIM Jee-woon, YIM Pil-soo

CAST KIM Kang-woo, RYOO Seung-bum,

SONG Sae-byok

GENRE Sci-Fi Drama

The last day of the Earth opens.



My Secret Partner 2011

DIRECTED BY PARK Heon-soo

CAST KIM Young-ho, KIM Hye-sun,

KIM San-ho, YUN Chae-e

GENRE Sexy Comedy

A forbidden but dizzily exciting border between a teacher and a pupil.



Romance Joe 2011

DIRECTED BY LEE Kwang-kuk

CAST KIM Young-pil, SHIN Dong-mi,

LEE Chai-eun, LEE David

GENRE Drama

We all need good stories, true or false.



Gabi 2012

DIRECTED BY CHANG Yoon-hyun

CAST JOO Jin-mo, KIM So-yeon,

PARK Hee-soon, YU Sun

GENRE Mystery Melodrama

In 19C, Gogjung, the Emperor of Josun Dynasty becomes a big fan of Gabi(coffee) not knowing his own coffee maid is a spy.



Two Weddings and a Funeral 2012

DIRECTED BY KIMJHO Gwang-soo

CAST KIM Dong-yoon, RYU Hyun-kyung,

SONG Yong-jin, JUNG Ae-yeun

GENRE Queer Romantic Comedy

Secrecy is crucial for these newly-weds.



Grape Candy 2012

DIRECTED BY KIM Hee-jung

CAST PARK Jin-hee, PARK Ji-yoon,

KIM Jung-nan

GENRE Drama

17 years later, the tragic accident on that day still haunts the girls.



SHOWBOX

Showbox / Mediaplex, Inc., an entertainment company of Orion Group, is one of the leading drives in Korean film industry focusing on the film distribution, as well as production and acquisition.

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Love On-Air 2012

DIRECTED BY KWON Chil-in

CAST LEE Min-jung, LEE Jung-jin

GENRE Romance

Gina, a former girl band member, works as the DJ for a radio show called "Wonderful Radio." A story about sharing stories of others - it's Wonderful Radio.



Nameless Gangster : Rules of Time 2012

DIRECTED BY YOON Jong-bin

CAST CHOI Min-sik, HA Jung-woo

GENRE Crime Drama

Customs officer gets involved in drug dealing by chance and meets a mob boss who introduces him the dark underworld of mobsters.



From Seoul to Varanasi 2011

DIRECTED BY JEON Kyu-hwan

CAST YOON Dong hwan, CHOI Won-jung

GENRE Drama

A successful married couple go through turbulent times. Then, another love and world are coming in to their lives.



Mr. Idol 2011

DIRECTED BY RA Hee-chan

CAST JI Hyun-woo, PARK Ye-jin, Jay PARK

GENRE Music Drama

A failed musician and a producer, both of whom once dreamed of success but suddenly lost everything, overcome all the hardships and finally become a music legend.



Red Vacance Black Wedding 2011

DIRECTED BY : PARK Chul-soo,

KIM Tai-sik

CAST JO Seon-mook, AHN Ji-hye,
OH In-hye

GENRE Erotic Drama

Why do people cheat? Why do people feel anxious? After all, we find ourselves submerged in sex.



Always 2011

DIRECTED BY SONG Il-gon

CAST SO Ji-sub, HAN Hyo-joo

GENRE Romance

An ex-champ who has a trauma of sending someone to death.. he challenges to start a new life after falling in love with a blind girl.

Key Aspects of South Korean Box Office in 2011

The results of 2011's box office saw some unexpected hits and misses, the rise of independent features, and how audiences confirmed they value story over spectacle in a record-breaking year.



Although the number crunchers in Hollywood estimate that US theatrical admissions sank to their lowest level since 1995, things were not so gloomy in Korea. With more than 159 million tickets sold, it appears that Korea has approached or broken the modern-day record for admissions. In monetary terms, 2011 was certainly the best year ever, given the 3D surcharge and rising average ticket prices. Local films also turned in a decent performance in 2011, with the market share of Korean cinema estimated to be 51.9%. This is the highest level since the record-breaking year of 2006 [which saw 63.8%], and the fifth highest mark of all-time.

Big-scale surprises

Nonetheless, some of the biggest stories of 2011 involved films that grossly underperformed expectations. It was not a good year for the Korean blockbuster.

For example, the motorcycle action film *Quick* was not a total failure with 3.13 million admissions when released in July. Nonetheless, this fell considerably short of investors' expectations. Released on the same day, the ambitious Korean War movie *The Front Line* received better reviews from critics, but ended up grossing a disappointing 2.95 million admissions. More spectacularly, the most highly anticipated and expensive film of the summer, 3D monster movie *Sector 7*, received

(Quick)



bad reviews from both critics and general audiences, which sold only 2.24 million tickets. At the end of the year, CJ E&M's record high \$ 24 million war movie *My Way* was expected to dominate the theaters during the lucrative winter vacation season. However, it grossed only 2.1 million admissions for a month after releasing.

Mid-size hits

First, the mid-sized film *Silenced*, released in September, turned into an unexpected national phenomenon, leading to ticket sales of 4.67 million admissions. The following month, another mid-sized film *Punch* turned in a much stronger than expected performance. Early December produced another decent-sized hit in the romantic comedy *Spellbound*, which sold more than 3 million tickets powered by positive word-of-mouth.

Story over spectacle

The conclusion one is tempted to draw from the performance of individual Korean films in 2011 is that local audiences are much more interested in story than spectacle. Results from the first half of the year also seem to bear this out, including such hit films as *Detective K: Secret of Virtuous Widow* and *Sunny*.

Animated comeback

The year 2011 was notable for another reason, in that locally

- *<Silenced>*
- *<Sunny>*



Top 10 Foreign & Domestic Films (Jan. 1-17)

Title	Country	Release	Distributor	Admissions	Gross in \$US	Gross in Korean won
1 Mission: Impossible - Ghost Protocol	US	2011-12-15	CJ E&M	1,948,245	US\$13,207,230	14,950,584,500
2 Sherlock Holmes: A Game of Shadows	US	2011-12-21	Warner Bros.	904,277	US\$6,022,464	6,817,429,000
3 Love On-Air	Korea	2012-01-05	Showbox	834,424	US\$5,441,559	6,159,845,000
4 Puss in Boots	US	2012-01-11	CJ E&M	825,465	US\$6,431,351	7,280,289,500
5 Perfect Game	Korea	2011-12-21	Lotte Ent.	615,268	US\$4,073,480	4,611,179,500
6 My Way	Korea	2011-12-21	CJ E&M, SK Planet	545,867	US\$3,620,261	4,098,135,000
7 Friends: Naki on the Monster	Japan	2011-12-29	SBS Contents Hub, Smile Ent.	355,073	US\$2,301,409	2,605,195,500
8 The Girl With the Dragon Tattoo	US	2012-01-11	SPRI-Buena Vista	279,039	US\$1,922,711	2,176,509,000
9 Spellbound	Korea	2011-12-01	CJ E&M	227,590	US\$1,495,670	1,693,099,000
10 The Lion King 3-D	US	1994-07-02	Buena Vista	167,550	US\$1,585,563	1,794,857,500

produced animated works enjoyed their best year ever. The box office jinx of Korean animation film was finally broken by *«Leafie: a Hen Into the Wild»*, a feature-length movie based on a best-selling Korean children's book. The film sold 2.2 million tickets to earn a healthy profit even before international sales are taken into account. Although produced on a much smaller scale, another animated feature from Korea also drew notice from critics and viewers. *«The King of Pigs»* was made for \$150,000, but the visceral power of the film made it stand out from other animated features produced over the past several years. The film ended up selling 18,948 tickets after winning several awards at the Busan International Film Festival. For independent features, 10,000 admissions is generally considered the mark of a highly successful release.

Independent box office

This brings us to another aspect of the Korean box office in 2011: the performance of independent features. Debut director YOON Sung-hyun's *«Bleak Night»* recorded 22,015 admissions in early 2011 and was especially noted for the breakout performance of actor LEE Je-hoon. Similarly, the film *«Re-encounter»* by debut director by MIN Yong-keun sold 11,243 tickets and helped to launch the career of new actress YOO Da-in. *«The Journals of Musan»*, a highly acclaimed debut feature that won over 18 awards at international film festivals, was released to strong reviews in Korea and a box office tally of 11,250.

- *«Leafie: a Hen Into the Wild»*
- *«Bleak Night»*



Top 10 Domestic Films in 2011

Title	Country	Release Date	Distributor	Admissions	Gross in US\$	Gross in Korean won
1 War of the Arrows	Korea	2011-08-10	Lotte Ent.	7,470,633	US\$49,317,899	55,827,861,500
2 Sunny	Korea	2011-05-04	CJ E&M	7,362,657	US\$47,734,598	54,035,565,100
3 Punch	Korea	2011-10-20	CJ E&M	5,309,928	US\$34,033,712	38,526,161,500
4 Detective K: Secret of Virtuous Widow	Korea	2011-01-27	Showbox	4,786,259	US\$31,662,341	35,841,769,500
5 Silenced	Korea	2011-09-22	CJ E&M	4,662,822	US\$31,419,483	35,566,854,800
6 Quick	Korea	2011-07-20	CJ E&M	3,125,069	US\$20,283,472	22,960,890,000
7 The Front Line	Korea	2011-07-20	Showbox	2,945,137	US\$19,406,853	21,968,557,600
8 Spellbound	Korea	2011-12-01	CJ E&M	2,777,998	US\$17,923,864	20,289,813,500
9 Meet the In-Laws	Korea	2011-03-31	Lotte Ent.	2,595,625	US\$16,938,976	19,174,920,500
10 The Client	Korea	2011-09-29	Showbox	2,393,086	US\$15,721,769	17,797,042,500

Experience KOFIC's location incentive program, the Foreign Audio-visual Works Production Grant

The Korean Film Council (KOFIC) has launched a location incentive since 2011, which supports part of the expenses of foreign feature film and television drama series shot in Korea. Productions that choose to shoot in Korea can enjoy significant cost savings making their international production budgets more competitive.



25% Cash Grant on Costs

KOFIC offers a 25% cash grant on foreign audio-visual works production expenditure incurred for goods and services in Korea. The grant amount shall be determined taking into account the remaining grant program budget on the date of application.

Eligible Works

Feature film and television drama series produced by a foreign production company, in which foreign capital's participation in the production cost exceeds 80% will be eligible for this grant. Eligible works must satisfy the following requirements:

- Must spend no less than 1 billion KRW in Korea for production costs as recognized by KOFIC (these production costs are known as 'Qualifying Production Expenditure' or QPE).
- Must receive approval from KOFIC who shall evaluate the following three factors: (1) the degree to which the work creates tourism opportunities ("tourism and audience creation"); (2) the degree to which the work contributes to the Korean film industry's capacities, ("capacities contribution"); and (3) the extent to which foreign key points include in the production of the work ("foreign producer participation").

Eligible Applicants

The applicant must be a corporation organized and registered as a business in Korea meeting the following requirements:

- must be a company retained by a foreign production company on a production service agreement.
- shall provide services necessary for in-Korea production of a foreign audio-visual work and operates and manages a relevant production cost account.



Screening Schedule of Korean Films

Date	Time	Classification	Title	Venue	Subtitle	Note
Feb. 10	09:15	Market	Barbie	Marriott 1	English	-
	16:00	Festival	See You Tomorrow (Berlinale Shorts II)	CinemaxX 5	English	Press Screening
	18:15	Market	Helpless	CineStar 4	English	-
	18:30	Market	Love Fiction	CinemaxX 16	English	-
	20:00	Festival	My Way	CineStar Event	English	-
Feb. 11	11:00	Market	A Fish	CineStar 1	English	-
	16:30	Market	My Way	CinemaxX 10	English	-
	18: 00	Market	Howling	CineStar 4	English	-
	18:30	Market	Secrets, Objects	CinemaxX 17	English	-
Feb. 12	11:05	Market	Stateless Things	CinemaxX 17	English	-
	11:15	Market	Speckles: The Tarbosaurus	CineStar Event	English	-
	13:00	Market	Unbowed	CinemaxX 17	English	-
	14:00	Festival	My Way	International	English	-
	22:00	Festival	Anesthesia (Berlinale Shorts I)	CinemaxX 3	English	Press Screening
	22:00	Festival	From Seoul To Varanasi	CineStar Event Cinema	English	-
Feb. 13	11:00	Market	Secrets, Objects	Marriott 1	English	-
	11:30	Festival	Choked	CinemaxX 6	English	-
	16:00	Festival	Anesthesia (Berlinale Shorts I)	CinemaxX 5	English	PREMIERE
	17:45	Festival	From Seoul To Varanasi	CineStar 3	English	-
	22:00	Festival	See You Tomorrow (Berlinale Shorts II)	CinemaxX 3	English	PREMIERE

Date	Time	Classification	Title	Venue	Subtitle	Note
Feb. 14	09:00	Market	A Fish	CineStar Event	English	-
	10:30	Market	Ryang-kang-do: Merry Christmas, North!	Marriott 1	English	-
	13:10	Market	My Way	CineStar Event	English	-
	17:45	Festival	See You Tomorrow (Berlinale Shorts II)	Colosseum 1	English	-
	19:00	Festival	Choked	CineStar 8	English	-
	20:15	Festival	From Seoul To Varanasi	CineStar 3	English	-
Feb. 15	14:00	Festival	Choked	Arsenal	English	-
	17:30	Festival	Punch	Haus der Kulturen der Welt Kino	English	-
	22:00	Festival	Anesthesia (Berlinale Shorts I)	CinemaxX 3	English	-
	22:00	Festival	Hindsight	Martin-Gropius-Bau	English	-
Feb. 16	14:00	Festival	Punch	CinemaxX 3	English	-
	16:00	Festival	See You Tomorrow (Berlinale Shorts II)	CinemaxX 5	English	-
	20:00	Festival	Choked	Cubix 9	English	-
Feb. 17	17:45	Festival	Anesthesia (Berlinale Shorts I)	Colosseum 1	English	-
	19:00	Festival	From Seoul To Varanasi	CinemaxX 7	English	-
	22:30	Festival	My Way	Cubix 7 & 8	English	-
Feb. 18	16:30	Festival	Punch	CinemaxX 3	English	-
	22:00	Festival	Choked	CineStar 8	English	-
	22:45	Festival	My Way	CineStar 3	English	-
Feb. 19	17:00	Festival	My Way	Cubix 9	English	-
	17:45	Festival	From Seoul To Varanasi	CineStar 3	English	-



“Kobiz (Korean Film Biz Zone), Your Gateway to Korean Film”

www.koreanfilm.or.kr

Mobile App



The website features a navigation bar with links for LOGIN, REGISTER, SITEMAP, SEARCH, and KOFIC TODAY. The main content area includes sections for FILM DATABASE, ONLINE SCREENING, IN CINEMAS, FESTIVALS & MARKETS, CO-PRODUCTION, NEWS, PUBLICATIONS, and ABOUT. A large banner image shows four Korean directors in a movie theater. Below the banner, there are news articles: "Korean Film News" about four leading Korean directors working on overseas projects, "NEWS" about KOFIC supporting Oscar submissions, and "INTERVIEW" with KOFIC Chairman Kim Eu-suk. There is also a "FEATURE" section about Korean crews in China.

iPad Magazine



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